This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (currently amended)   A method for inserting advertising content in broadcast programming, comprising the steps of:

gathering data identifying characteristics of a viewer;

identifying advertising content corresponding to the characteristics of the viewer;

receiving broadcast content;

inserting at a viewer device into the broadcast content the advertising content matching the characteristics of the viewer.

2. (original)   The method of claim 1, wherein said step of gathering data identifying characteristics of a viewer comprises gathering data regarding at least one of the following: age; address; marital status; income; interests; hobbies; purchasing habits; location; and television viewing habits.

3. (original)   A method as in claim 1, wherein the step of gathering data identifying characteristics of a viewer comprises the steps of:

identifying a plurality of categories into which broadcast programming may be grouped; and

recording the frequency and duration with which the viewer is tuned to broadcast programming in each of said plurality of categories.

4. (original)   The method of claim 1, wherein the step of identifying advertising content corresponding to the characteristics of the viewer comprises matching data identifying the target audience for advertising content to the characteristics of the viewer.

5. (original)   A method as in claim 1, wherein said step of receiving broadcast content comprises receiving broadcast content from one of a direct to home satellite distribution network and a cable television network.

6. (original)   A method as in claim 1, further comprising receiving advertising content from a digital subscriber line (DSL) broadband network.

Page 2 of 13

7. (original)   A method as in claim 1, further comprising the step of storing advertising content for insertion into broadcast content at a later time.

8. (original)   A method as in claim 1, wherein said step of receiving advertising content is performed simultaneously with said step of inserting into the broadcast content.

9. (original)   A method as in claim 1, further comprising detecting cue tones in the broadcast content identifying locations where advertising content may be inserted.

10. (original) A computer readable medium having stored thereon computer executable instructions for performing the method as recited in claim 1.

11. (original) A method as in claim 1, further comprising displaying broadcast content with advertising content matching the characteristics of the viewer inserted therein.

12. (original) A method as in claim 11, further comprising gathering data identifying whether advertising content matching the characteristics of the viewer has been displayed.

13. (original) A method for inserting advertising content in broadcast programming, comprising the steps of:

gathering at a viewer device data identifying characteristics of a viewer;

receiving at the viewer device advertising content;

identifying at the viewer device advertising content corresponding to the characteristics of the viewer;

receiving at the viewer device broadcast content;

inserting at the viewer device into the broadcast content advertising content corresponding to the characteristics of the viewer.

14. (original) The method of claim 13, wherein said step of gathering at a viewer device data identifying characteristics of a viewer comprises gathering data regarding at least one of the following: age; address; marital status; income; interests; hobbies; purchasing habits; location; and television viewing habits.

15. (original) A method as in claim 13, wherein the step of gathering at a viewer device data identifying characteristics of a viewer comprises the steps of:

identifying a plurality of categories into which broadcast programming may be grouped; and

recording the frequency and duration with which the viewer is tuned to broadcast programming in each of said plurality of categories.

16. (original) The method of claim 13, wherein the step of identifying at the viewer device advertising content corresponding to the characteristics of the viewer comprises matching data identifying the target audience for advertising content to the characteristics of the viewer.

17. (original) A method as in claim 13, wherein said step of receiving at the viewer device broadcast content comprises receiving broadcast content from one of a direct to home satellite distribution network and a cable television network.

18. (original) A method as in claim 13, wherein said step of receiving at the viewer device advertising content comprises receiving at the viewer device advertising content from a digital subscriber line (DSL) broadband network.

19. (original) A method as in claim 13, further comprising the step of storing at the viewer device advertising content for insertion into broadcast content at a later time.

20. (original) A method as in claim 13, wherein said step of receiving at the viewer device advertising content is performed simultaneously with said step of inserting at the viewer device into the broadcast content advertising content corresponding to the characteristics of a viewer.

21. (original) A method as in claim 13, further comprising detecting at the viewer device cue tones in the broadcast content identifying locations where advertising content may be inserted.

22. (original) A computer readable medium having stored thereon computer executable instructions for performing the method as recited in claim 13.

23. (original) A method as in claim 13, further comprising displaying at the viewer device broadcast content with advertising content matching the characteristics of the viewer inserted therein.

24. (original) A method as in claim 23, further comprising gathering at the viewer device data identifying whether advertising content matching the characteristics of the viewer has been displayed by the viewer device.

25. (original) A method for inserting advertising content in broadcast programming comprising the steps of:

gathering at a viewer device data identifying characteristics of a viewer;

transmitting from the viewer device the characteristics of the viewer;

receiving at the viewer device advertising content corresponding to the characteristics of the viewer;

receiving at the viewer device broadcast content; and

inserting at the viewer device into the broadcast content advertising content corresponding to the characteristics of the viewer.

26. (original) The method of claim 25, wherein said step of gathering data identifying characteristics of a viewer comprises gathering data regarding at least one of the following: age; address; marital status; income; interests; hobbies; purchasing habits; location; and television viewing habits.

27. (original) A method as in claim 25, wherein the step of gathering at a viewer device data identifying characteristics of a viewer comprises the steps of:

identifying a plurality of categories into which broadcast programming may be grouped; and

recording the frequency and duration with which the viewer is tuned to broadcast programming in each of said plurality of categories.

28. (original) A method as in claim 25, wherein said step of receiving broadcast content comprises receiving broadcast content from one of a direct to home satellite distribution network and a cable television network.

29. (original) A method as in claim 25, wherein the step of receiving at the viewer device advertising content corresponding to the characteristics of a viewer comprises receiving advertising content corresponding to the characteristics of a viewer from a digital subscriber line (DSL) broadband network.

30. (original) A method as in claim 25, further comprising the step of storing advertising content for insertion into broadcast content at a later time.

31. (original) A method as in claim 25, wherein said step of receiving at the viewer device advertising content corresponding to the characteristics of a viewer is performed simultaneously with said step of inserting at the viewer device into the broadcast content advertising content corresponding to the characteristics of a viewer.

32. (original) A method as in claim 25, further comprising detecting cue tones in the broadcast content identifying locations where advertising content may be inserted.

33. (original) A computer readable medium having stored thereon computer executable instructions for performing the method as recited in claim 25.

34. (original) A method as in claim 13, further comprising displaying at the viewer device broadcast content with advertising content matching the characteristics of the viewer inserted therein.

35. (original) A method as in claim 34, further comprising gathering at the viewer device data identifying whether advertising content matching the characteristics of the viewer has been displayed by the viewer device.

36. (currently amended) A method for providing advertising content for insertion into broadcast programming, comprising the steps of:

receiving at an advertising server data identifying characteristics of a viewer;

identifying advertising content corresponding to the characteristics of the viewer;

transmitting to the viewer the advertising content corresponding to the characteristics of the viewer;

transmitting broadcast content to the viewer, said broadcast content having signals therein identifying intervals into which advertising content corresponding to the characteristics of the viewer can be inserted.

37. (original) A method as in claim 36, wherein said step of receiving at an advertising server data identifying characteristics of a viewer comprises receiving at an advertising server data identifying characteristics of a viewer from a digital subscriber line broadband network.

38. (currently amended) A method as in claim 36, wherein said step of transmitting to the viewer the advertising content corresponding to the characteristics of the viewer comprises of transmitting to the viewer the advertising content corresponding to the characteristics of the viewer over a digital subscriber line broadband network.

39. (original) A method as in claim 36, wherein said step transmitting broadcast content to the viewer comprises transmitting broadcast content to the viewer over one of a direct to home satellite distribution network and a cable television network.

40. (currently amended) A method as in claim 36, wherein said step of transmitting broadcast content to the viewer, said broadcast content having signals therein identifying intervals into which advertising content corresponding to the characteristics of the viewer can be inserted comprises transmitting broadcast content to the viewer, said broadcast content having cue tones therein identifying intervals into which advertising content corresponding to the characteristics of the viewer can be inserted.

41. (original) A computer readable medium having stored thereon computer executable instructions for performing the method as recited in claim 36.